

E-MAIL

e-Updates

Be the exclusive advertiser in one or more communications to AAA Members.

Feature your organization in the only advertising banner available in our easy-to-read e-mail communication.

While AAA publication readers are known to be loyal, dedicated followers of the printed member magazine, it isn't the only method for creating and strengthening relationships with them.

Scheduled e-Updates are sent by e-mail to AAA Members and prospects. Each e-Update is designed to be simple to read and easy-to-use—providing links to stories, contests and other special opportunities found at the AAA magazine Web site.

In the e-Update, there is a single advertising banner position that maximizes visibility for those organizations that choose to stand out to the people receiving this unique e-mail message.

Features

- Provide your own banner or use our designers to help create it
- Link the banner to your desired URL
- Receive click-through summary report after the broadcast

Benefits

- Highlights your organization to a group of proven responders—AAA Members and prospects
- Provides trackable results
- Boosts effectiveness of a complete integrated marketing campaign

PRICING

- \$1,765 per broadcast
- Only available to AAA print advertisers
- Creative design available at an additional cost.



INTEGRATE • INCREASE • IMPROVE

Serving magazines of AAA and advertisers

H&A Media Group

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